

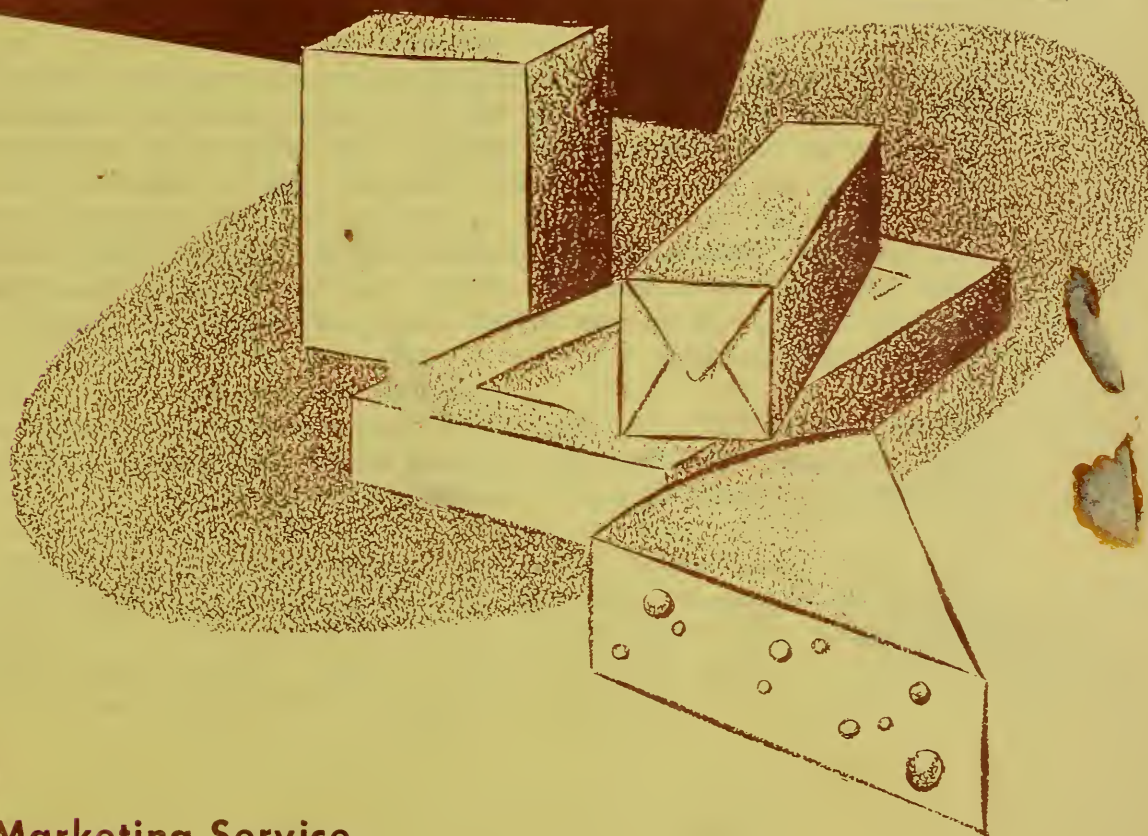
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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, November 1954



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U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This report is one in a series of monthly reports, first published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the dairy industry and the U. S. Department of Agriculture. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA Title II).

The basic data presented herein were collected and tabulated from the National Consumer Panel of the Market Research Corporation of America under contract with the Department. It should be noted that the data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Recently, additional data for butter and margarine were summarized from records of the contractor for the months April 1953 through January 1954. Prior to April 1954, the number of families in the sample used in making estimates was about 4,300.

In order to maintain comparability between the data obtained prior to April 1954 and the current data, the back data were adjusted to the new sample level. The adjustment was made by tabulating reports from both consumer samples--the old and the new--for a period of months to obtain the relationship between the level of purchases reported by each sample. The ratios thus obtained were used to adjust the April 1953-January 1954 monthly estimates to the level currently reported from the 5,800 family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, NOVEMBER 1954

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter purchases by United States householders during November 1954 were reported larger than in the preceding month and well above purchases in November 1953. Householders reported larger purchases of butter in every month during the April-November 1954 period than in corresponding months in 1953 with particularly noticeable gains in October and November over a year earlier.

Margarine purchases for household use during November 1954 were also reported larger than in the preceding month and well above those in November 1953. Compared to a year earlier, margarine purchases for household use were up considerably in October and November 1954 after having been slightly lower in the April-September 1954 period.

These comparisons in household purchases of butter and margarine during 1953 and 1954 are based on two samples of representative United States households--see preface for details--which indicate within reasonable limits changes in purchase volumes from a year ago and from month to month. The data do not include estimates of purchases for use in restaurants, hotels, or other institutions.

Householders bought close to 66 million pounds of butter during a 4-week period of November 1954, a gain of 11 million pounds from November 1953 purchases. Butter purchases for household use during the April-November 1954 period were reported 10 percent above the same period a year earlier. The Department estimate of total domestic civilian use of creamery butter in April-November 1954 indicates about an 8 percent gain over April-November 1953. This Department estimate includes disappearance in household and non-household domestic channels but excludes butter distributed under Food Distribution Programs such as School Lunch, Welfare, etc.

Purchases of butter for household use in November 1954 were reported as 2.5 million pounds larger than in the preceding month, a somewhat smaller increase than was shown from October to November a year earlier (table 1).

Consumers in this sample reported little change in prices paid for butter during November. About 46 percent of all families reported buying butter during a 4-week period of November 1954, slightly more than the percentage for the preceding month and the same month in 1953.

Margarine purchases for household use during a 4-week period of November 1954 were reported at 102 million pounds, up about 13 million pounds from November 1953 purchases. For the April-November 1954 period, margarine purchases by householders were just below the corresponding period in 1953--almost 1 percent. The Department estimate of domestic civilian use of margarine in all channels, household and non-household, during April-November 1954 was reported 5 percent above the disappearance in April-November 1953.

Householders reported buying 3 million pounds more of margarine in November 1954 than in the preceding month. About 63 percent of all families made a margarine purchase in a 4-week period of November 1954, up 1 percentage point from October 1954 and 3 percentage points above the same month a year earlier (table 2).

The average of prices paid for margarine by householders in this survey was 25.5 cents per pound in November 1954. This November 1954 price was lower than in November 1953, contrasted to somewhat higher prices than a year earlier in the several preceding months.

Twenty-two percent of all families reported buying both butter and margarine in November 1954, while 12 percent bought neither. These percentage figures were respectively larger and smaller than the monthly average during April-November 1954 for these categories.

Information on household purchases of cheese and nonfat dry milk solids is not available for months prior to April 1954.

Householders bought an estimated total of 49.3 million pounds of natural and processed cheese (purchased weight basis) in the 4-week period of November 1954. This total was down over 3 million pounds from the preceding month mostly reflecting smaller purchases of the processed cheese types.

Natural cheese purchases by householders during November were reported at 27.3 million pounds compared with 27.8 million pounds a month earlier. Consumers bought less natural American and Swiss than in October, about the same quantity of natural "other" varieties and a larger amount of cream cheese (table 4).

Processed cheese purchases by householders in November were reported at 22.1 million pounds compared with 24.9 million pounds in October. Purchases in all three categories were less than a month earlier with a noticeable drop in processed cheese food purchases (table 5).

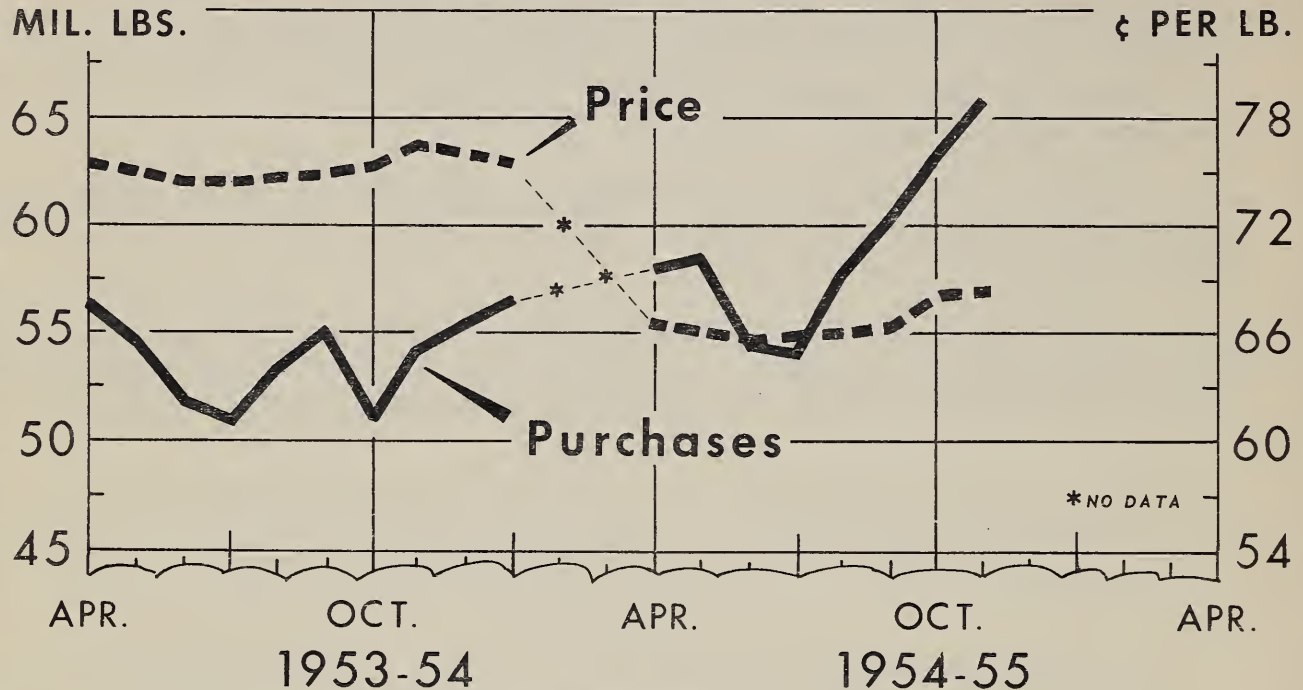
Price movements for the several cheese types were mixed from October to November but average prices were little changed. The estimated percentage of all families making any purchase of natural or processed cheese in November was 58 percent, down 3 percentage points from the preceding month.

Cottage cheese purchases, not included in the above cheese totals, were estimated at 32.9 million pounds in November, about the same as in October. National Consumer Panel householders have reported very stable prices for cottage cheese over the April-November 1954 period--just over 21 cents per 12-ounce unit (table 6).

Householders reported buying 10.7 million pounds of nonfat dry milk solids in November, slightly less than in October, but well above purchases levels during the warm weather months.

The average of prices paid for nonfat dry milk solids by householders was reported at 38.5 cents per pound in November. This price was fractionally higher than a month earlier for the third successive month (table 7).

HOUSEHOLD PURCHASES AND PRICES OF BUTTER



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

4-WEEK PERIODS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1103-55 (1) AGRICULTURAL MARKETING SERVICE

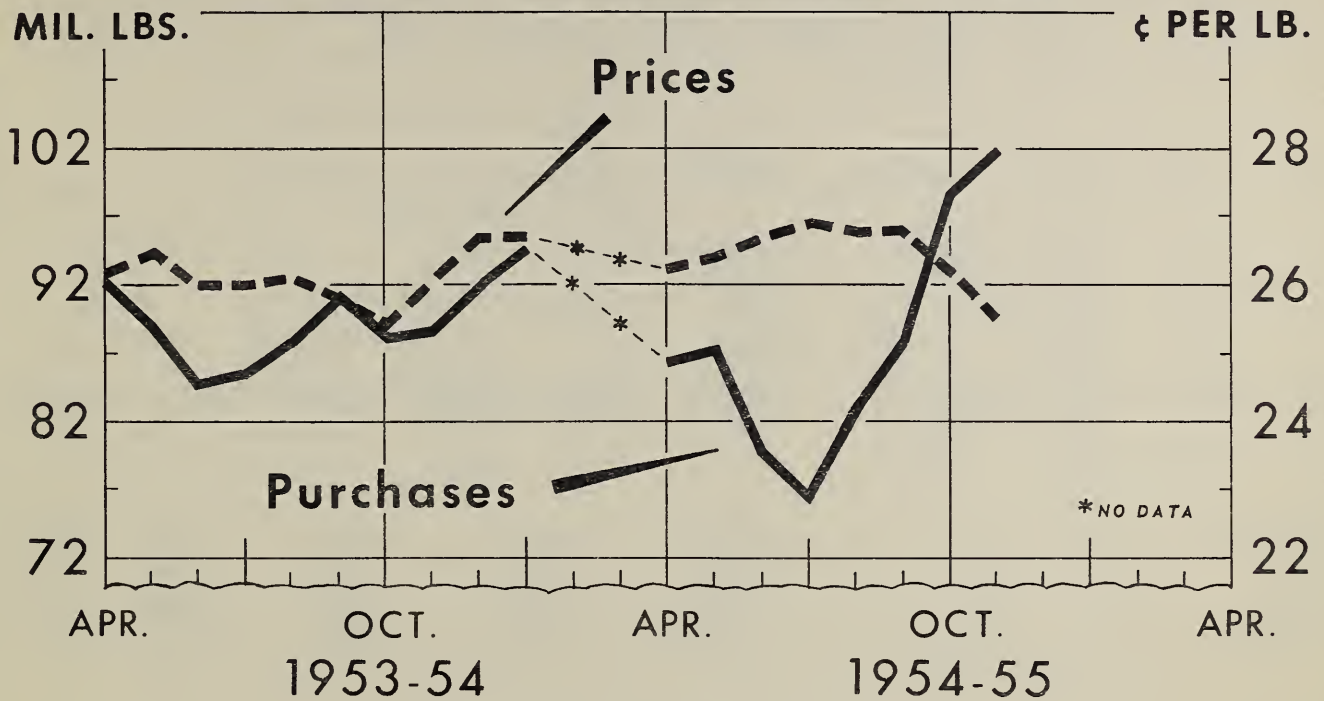
Table 1. --Butter: Household purchases and average price per pound,
U. S., 4-week periods

Period	Quantity purchased				Average price paid		Percentage of all families buying		Per buying family			
	Total		Per 1,000 population		per pound		families buying		Purchases		Quantity per purchase	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Million pounds	Million pounds	Pounds	Pounds	Cents	Cents	Percent	Percent	Number	Number	Pounds	Pounds
April-----	58.0	56.2	367	369	66.6	75.4	44.0	44.7	2.74	2.71	1.09	1.06
May-----	58.5	54.7	371	359	66.0	75.0	42.8	43.5	2.80	2.75	1.10	1.04
June-----	54.5	51.9	345	340	65.7	74.5	41.4	42.7	2.72	2.64	1.09	1.04
July-----	54.2	50.9	341	332	65.8	74.5	42.2	43.3	2.65	2.58	1.09	1.04
August-----	57.9	53.3	364	348	66.0	74.7	43.3	44.2	2.81	2.67	1.08	1.03
September-----	60.4	55.1	379	360	66.4	74.9	43.1	45.9	2.86	2.69	1.09	1.03
October-----	63.2	51.0	394	331	68.1	75.3	45.4	43.7	2.84	2.59	1.09	1.02
November-----	65.7	54.4	410	353	68.2	76.6	46.2	44.8	2.88	2.65	1.09	1.04
December-----		55.5		361		76.0		44.4		2.68		1.05
January-----		56.6		367		75.6		42.8		2.90		1.04
February-----		1/		1/		1/		1/		1/		1/
March-----		1/		1/		1/		1/		1/		1/

1/ Data not available.

National Consumer Panel of Market Research Corporation of America.

HOUSEHOLD PURCHASES AND PRICES OF MARGARINE



SOURCE: NATIONAL CONSUMER PANEL OF MRCA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1104-54 (12) AGRICULTURAL MARKETING SERVICE

Table 2.--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid		Percentage of all families buying		Per buying family			
	Total		Per 1,000 population		per pound				Purchases	Quantity per purchase		
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	Million pounds	Million pounds	Pounds	Pounds	Cents	Cents	Percent	Percent	Number	Number	Pounds	Pounds
April-----	86.3	92.1	546	605	26.2	26.2	56.4	58.6	2.38	2.47	1.45	1.43
May-----	87.1	89.1	551	584	26.4	26.5	56.4	57.7	2.39	2.45	1.44	1.42
June-----	79.9	84.5	506	554	26.7	26.0	54.7	56.9	2.25	2.35	1.45	1.43
July-----	76.2	85.5	479	558	26.9	26.0	53.5	57.7	2.23	2.31	1.43	1.46
August-----	82.7	88.0	520	574	26.8	26.1	55.7	58.7	2.31	2.36	1.44	1.45
September-----	87.8	91.1	552	595	26.8	25.8	58.0	59.9	2.36	2.40	1.43	1.43
October-----	98.7	88.2	616	573	26.2	25.4	62.4	58.9	2.39	2.24	1.46	1.49
November-----	101.8	88.5	635	575	25.5	26.0	63.4	60.0	2.41	2.24	1.48	1.46
December-----		91.8		597		26.7		60.0		2.37		1.47
January-----		94.6		614		26.7		58.7		2.46		1.46
February-----		1/		1/		1/		1/		1/		1/
March-----		1/		1/		1/		1/		1/		1/

1/ Data not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, November 1954

Type	Percentage of all families buying any type	Quantity purchased			Average price paid per unit
		Average per purchase	Total	Per 1,000: population	
	Percent	Ounces	1,000 pounds	Pounds	Unit Cents
Natural					
American	x	13.4	16,950	105.8	Lb. 62.8
Swiss	x	10.0	3,100	19.4	Lb. 74.9
Cream	x	6.0	3,670	22.9	3 oz. 13.5
Other	x	9.3	3,560	22.2	Lb. 74.7
Processed					
Cheese	x	10.7	9,660	60.2	Lb. 61.1
Cheese food	x	23.7	6,360	39.7	Lb. 44.5
Cheese spread	x	12.1	6,050	37.7	Lb. 53.7
	<u>1/</u> 58.0				
Cottage cheese	--	15.9	32,940	205.5	12 oz. 21.4

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases				Average price paid			
	American	Swiss	Cream	Other	Per pound		Per 3 oz.	
					American	Swiss	Other	Cream
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents
1954-55								
April-----	14,910	3,180	3,390	3,320	63.6	78.0	75.5	14.1
May-----	15,310	2,950	3,460	3,590	63.0	76.8	77.4	14.3
June-----	13,910	3,580	2,880	2,860	62.3	75.4	74.4	14.3
July-----	14,160	3,120	2,500	2,950	63.0	75.0	74.0	14.4
August-----	15,010	2,940	2,310	2,940	62.9	75.1	76.1	14.4
September---	16,140	3,520	2,790	2,950	62.0	74.2	77.2	14.2
October-----	17,280	3,640	3,370	3,520	62.0	72.7	77.4	13.7
November-----	16,950	3,100	3,670	3,560	62.8	74.9	74.7	13.5
December-----								
January-----								
February-----								
March-----								

Table 5.--Processed Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases			Average price paid per pound		
	Processed cheese	Cheese foods	Cheese spreads	Processed cheese	Cheese foods	Cheese spreads
	1,000 pounds	1,000 pounds	1,000 pounds	Cents	Cents	Cents
1954-55						
April-----	10,740	9,110	5,670	60.9	47.1	57.9
May-----	10,670	9,020	6,290	60.6	45.8	52.0
June-----	10,330	9,420	5,450	61.2	45.8	54.3
July-----	9,900	7,960	5,170	61.5	46.7	53.9
August-----	9,940	7,580	5,710	61.2	46.6	51.9
September---	10,460	8,090	6,000	60.1	45.5	51.9
October-----	10,000	8,160	6,790	61.2	44.8	52.1
November-----	9,660	6,360	6,050	61.1	44.5	53.7
December-----						
January-----						
February-----						
March-----						

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week periods

Year and month	Purchases	Average price paid	
		Per 12 oz. unit for all purchases	Per actual 12 oz. unit purchases
	1,000 pounds	Cents	Cents
1954-55			
April-----	37,370	21.2	22.7
May-----	36,020	21.2	22.5
June-----	35,600	21.0	22.7
July-----	34,300	20.9	22.7
August-----	32,820	21.2	23.0
September---	31,720	21.1	22.8
October-----	32,780	21.3	23.0
November----	32,940	21.4	23.1
December----			
January-----			
February----			
March-----			

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Year and month	Quantity purchased			Average price paid	
	Average per purchase	Total	Per 1,000 population	Per pound for all purchases	Per actual 1-pound unit purchases
	Ounces	1,000 pounds	Pounds	Cents	Cents
1954-55					
April-----	21.1	11,080	70.2	38.1	36.7
May-----	21.1	10,880	68.9	37.8	36.1
June-----	22.6	9,560	60.5	37.3	35.4
July-----	23.5	9,560	60.1	36.4	34.8
August-----	22.6	9,410	59.1	35.5	33.7
September---	22.0	9,910	62.3	36.7	34.1
October-----	20.6	10,860	67.7	38.3	35.0
November----	20.3	10,660	66.5	38.5	35.9
December----					
January-----					
February----					
March-----					

Source: National Consumer Panel of Market Research Corporation of America.

